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## CENTRAL INTELLIGENCE AGENCY

## INFORMATION REPORT

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COUNTRY

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REPORT

SUBJECT

Activities of New USIA Sales Bureau

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1. The International Sales Bureau (Internationales Vertriebsbureau or IVB) of USIA has taken over the sales functions of the Central Commercial Bureau and is making purchases as well. The Soviet director is Lesnov (fnu).<sup>1</sup>
2. IVB activities during January 1954 included the following:
  - a. An attempt to become the exclusive agent for Austrian raw rubber imports by offering a very favorable price to the only significant Austrian raw rubber buyer, Semperit A.G., Vienna 1, Helferstorferstrasse 9-15.
  - b. A campaign to buy 9200 tons of copper, offering a maximum price of \$830 per ton.
3. The IVB recently moved to new offices at Vienna IV, Wohllebengasse 9.

1 Comment: Probably identical with Fedor Lesnov, managing director of USIA.

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25 YEAR RE-REVIEW

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